

# Improving citations of published articles

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## Abstract:

Higher educational institutions are ranked according to the number of citations received for their published work. More the citations better is the ranking. Every researcher hence looks to improve the citation score for their published work. This article attempts to review the various options a researcher has in improving citations. Studies reveal that better the visibility greater is the citation score.

## Introduction:

Current academic evaluation scenario is based on active scholarly publications. Not long ago authors were graded according to the number of publications made by them. The focus then shifted to the number of articles published in journals with high impact factor <sup>1</sup>. The term impact factor and the formula to calculate it was first devised by Eugene Garfield. Impact factors of various scientific journals are being calculated using the formula from 1975.

## Impact factor calculation:

In any given year, the impact factor of a journal is the average number of citations received per paper published in that journal during the two preceding years <sup>2</sup>. Even though impact factor was not fool proof it gave scientists a tool to access the quality of scientific literature. House of Commons in its 10<sup>th</sup> Select committee on science and technology report acknowledges that more and more scientific literature is being published. The volume of published literature with the advent of computers and internet has increased by 100% when compared with that of pre computer era. Currently the output of published literature is increasing by 3% / year hence it is important to be all the more vigilant in weeding out chaff from kernel<sup>3</sup>.

Calculation of impact factor could be a useful index in qualitative ranking scientific journals. Individual articles are being ranked according to the Impact factor of the publishing journal. This could be erroneous. So currently H index <sup>4</sup> is gradually replacing Impact factors and citation calculations.

This h- index puts newcomers at a disadvantage, because citations are pretty low for beginner's work. This index allows the author to rest in past laurels because the index keeps increasing as the citations increase even though the author has not made any new publications after the cited ones. H-index helps in comparing better scientists. H index calculation is dependent on the number of citations an article has attracted. The aim of all publishing author should be to improve the citation of the published article in order to stay at the top of H-index.

1:

Studies reveal that visibility of publications in open journals is higher than that of paid ones<sup>5</sup>,<sup>7</sup>. It is always better to publish in a good open journal simply because they have better reach as they are free to access.

2:

In choosing an open source journal it is better to publish in a Green journal. Green journal is one which gives the author self-archiving rights. Type of open source journal can be checked at Sherpa Romeo site which publishes the copyright policies of a journal<sup>6</sup>. Copyright status can be verified from Sherpa Romeo site by keying in the ISSN number or the name of the journal.

**One journal found when searched for: 2250-0359**

Journal:	[REDACTED] [started 2011]
RoMEO:	This is a RoMEO green journal
Listed in:	DOAJ as an open access journal
Author's Pre-print:	✓ author can archive pre-print (ie pre-refereeing)
Author's Post-print:	✓ author can archive post-print (ie final draft post-refereeing)
Publisher's Version/PDF:	✓ author can archive publisher's version/PDF
General Conditions:	<ul style="list-style-type: none"> <li>• Publisher's version/PDF may be used</li> <li>• Creative Commons Attribution Non-Commercial No-Derivatives License</li> </ul>
Mandated OA:	(Awaiting information)
Notes:	<ul style="list-style-type: none"> <li>• All titles are open access journals</li> </ul>
Copyright:	Policy
Updated:	04-Mar-2013 - <a href="#">Suggest an update for this record</a>
Link to this page:	<a href="http://www.sherpa.ac.uk/romeo/issn/2250-0359/">http://www.sherpa.ac.uk/romeo/issn/2250-0359/</a>

Screenshot of a typical green journal output in Sherpa Romeo

RoMEO Colour	Archiving policy
<a href="#">Green</a>	Can archive pre-print and post-print or publisher's version/PDF
<a href="#">Blue</a>	Can archive post-print (ie final draft post-refereeing) or publisher's version/PDF
<a href="#">Yellow</a>	Can archive pre-print (ie pre-refereeing)
<a href="#">White</a>	Archiving not formally supported

Figure showing the colour codes according to archiving policy as displayed in Sherpa Romeo website

While choosing open source journal for publishing, care should be taken to publish in a journal with a high impact factor <sup>8</sup>.

3:

Consistent use of the same name throughout the entire academic career adds to academic credibility. Middle name if available should also be included. Use of full Institution name without resorting to abbreviation would help in creating unique identifiers for the author.

4:

Inclusion of keywords in the abstract. Search engines always searches the abstract for keywords of the article. Hence inclusion of keywords in the abstract should be encouraged.

5:

Always include co-authors. Articles with more co-authors gets cited more <sup>9</sup>.

6:

Articles with international co-authors attract more citations <sup>10</sup>. If possible collaborate research projects with international researchers.

7:

Self-archive published articles in popular archiving sites like:

[Open depot](#)

[Research gate](#)

Archiving published work in reputed archives attracts more citations.

8:

Creating digital identity for the author. This can easily be done by creating a Blog site. This can be used with telling effect in attracting citations to the article. Other ways of securing digital identity is to register at [Researcher ID](#) or [ORCID](#) sites. These sites also help in creating online CVs.

9:

Contributing to Wikipedia website is one way of increasing citations score.

10.

Avoiding questions as title would encourage more citations. This fact has come out curiously in more than one study <sup>11</sup>.

11.

Creating identity at Google scholar will help not only in improving citation score, it also helps the author in keeping track of the citation indices.

Conclusion:

Author should not be content with getting the article published, but should also strive hard to improve visibility of the published articles which would go a long way in improving the citation indices directly and academic credibility indirectly. With the advent of online journals and archiving sites this extra effort is needed.

## References:

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